

U.S. Department of Homeland Security
Web Site Guidelines



Homeland
Security

Introduction

The seal and signature of the U.S. Department of Homeland Security were created to embody our mission and values.

As the public representation of our department, it must be reproduced with care and precision. Consistent reproduction across web sites—will reinforce our mission and result in a greater awareness of the Department of Homeland Security.

This manual explains the the basic specifications for graphic design of a web site.

The system has been designed to be flexible within a simple, yet distinctive interface. The common usage of typography, color and page layout will always identify our site as Department of Homeland Security. A flexible banner system has been designed to help authorized bureaus, agencies, programs or centers within The Department of Homeland Security build their web sites.

Any questions regarding the use or application of the Homeland Security seal and signature should be directed to:

Office of Public Affairs
U.S. Department of Homeland Security
202 828 8010 tel

Web site typography

Shown below are the acceptable typefaces for web site use. The corporate typeface Joanna MT, offers a variety of cuts and weights. It should be used as bitmapped text only.

Joanna MT - Bitmapped text only

ABCDEFGHIJKLMONPQRSTU VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$&?{}{}

Joanna MT
Joanna MT Italic
Joanna MT Bold
Joanna MT Bold Italic

Arial will be the standard for HTML text for the U.S. Department of Homeland Security web site. Times New Roman, a serif typeface should be used for captions.

Arial - HTML text only

ABCDEFGHIJKLMONPQRSTU VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$&?{}{}

Arial Roman
Arial Italic
Arial Bold
Arial Bold Italic

Times New Roman - HTML text only

ABCDEFGHIJKLMONPQRSTU VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$&?{}{}

Times New Roman
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

RGB and web color palette

The consistent use of The Homeland Security color palette helps ensure strong brand recognition. For uniform on-screen presentation, each color has been assigned a master RGB value to be used regardless of the screen, platform or computer application. These master RGB values have been rigorously developed and tested in numerous situations to ensure consistent color reproduction.

Do not use separate web-safe values for The Homeland Security colors. As described below, it is no longer necessary to adhere to the web-safe palette. Also, because most computer systems purchased in the past few years have the capability of displaying 16-bit color or better, this process of accommodating 8-bit viewing environments will soon become unnecessary.

	R	G	B		R	G	B		HEX
	Video				Web				
Homeland Security Blue	0	47	128		0	51	102		003366
Homeland Security Light Gray	214	215	217		204	204	204		CCCCCC
Homeland Security Gray	176	177	179		153	153	153		999999
Homeland Security Dark Gray	98	100	105		102	102	102		666666
Homeland Security Red	165	0	33		204	0	51		CC3333
Homeland Security Light Blue	0	112	178		0	102	153		006699
Homeland Security Green	89	134	0		51	153	0		669900
Homeland Security Dark Green	46	83	15		51	102	0		006600

Basic page structure

The basic structure of The Department of Homeland Security web page is exhibited here. The page is divided into four main areas: one top banner area for the signature and secondary graphic and three content areas below. The signature area will always display the Homeland Security identity or an authorized bureau, agency, program or centers signature on the left-hand side.

The screenshot shows the DHS website homepage with the following structure:

- Top Banner Area:** Contains the Homeland Security logo and the text "Identity Banner Area".
- Left Column (Content Area 1):** Includes a sidebar with links like "Lum autat", "I want to find...", "How do I...", and "Content Area 1". It also features a "National Threat Advisory: ELEVATED" section with a red bar and the text "Significant Risk of Terrorist Attacks". Below this is a "San vultute modignisim zzrit am feuipl eu feuisi bla faccum nulput praessis augeraestis" section with a "Read More >" link. A note at the bottom states "This page was last modified on 11/04/2005".
- Middle Column (Content Area 2):** Features a large image of a bridge under construction. To its left is a red box containing the text "Lum autat consetected cor sum ullamet nulla". Below the image is a red box containing a paragraph of placeholder text (Lorem ipsum dolor) and a "Read More" link.
- Right Column (Content Area 3):** Contains sections for "Inissi enibh" (with three instances of placeholder text), "Content Area 3" (with a "Upcoming Events" section listing three items), and "Most Requested Links" (listing five items).

The three content areas carry the bulk of information on each page. While the dimensions of these areas may vary, always use the three-column format, making the left-hand and right-hand column narrower in width than the middle column.

Corporate home page – basic layout

Demonstrated here is an example of how content can be placed within the three main areas. The three content areas carry links, search toolbars, news items and National Threat Advisory level. Refer to DHS_web_specifications.pdf.

The screenshot illustrates the basic layout of the DHS Corporate Home Page. The page is divided into several sections:

- Global banner:** At the top, it features the DHS logo, the text "Homeland Security", and a navigation menu with links like Home, DHS Organization, Emergencies & Disasters, Travel & Transportation, Immigration & Borders, Research & Technology, Threats & Protection, Working with DHS, Press Room, and DHS Agencies.
- Left content area:** This section contains:
 - Global banner signature image:** A small image of the DHS seal.
 - Left content area links:** A vertical list of links including "Lum autat", "I want to find...", and "How do I...".
 - Information jump menus:** Options for "Favorites", "History", "Search", "Scratches", and "Page Holder".
 - National Threat Advisory image:** A yellow bar indicating "ELEVATED" threat level.
 - Content and links:** A news item about a significant risk of terrorist attacks, with a "Read More" link.
 - Date page was last modified:** A note stating "This page was last modified on 11/04/2005".
- Main Topics/News Items:** The central column displays news items with titles like "Lum autat conseceted cor sum ullamet nulla" and "Inissi enibh".
- Right content area:** This section includes:
 - Content and links:** A list of "Upcoming Events" and "Most Requested Links".
 - Footer links:** A series of footer links at the bottom of the right column.
- Global banner links:** Located in the top right corner of the banner.
- Global banner quick search:** A search bar with a "GO" button.
- Global banner advanced search link:** A link labeled "Advanced Search".
- Main navigation menu:** The primary navigation menu located at the top of the page.

Corporate home page – alternate

The example below shows an alternate option for corporate home page top navigation in Homeland Security Green and Homeland Security Dark Green. This example also demonstrates multi-column text in the middle content area. See page 7 for basic corporate home page level structure.

The Department of Homeland Security web sites must always adhere to a 800 x 600 pixel minimum screen size. They should never employ horizontal scrolling, and vertical scrolling should be limited to a maximum of three pages deep. The design is liquid and will resize to fit whatever size browser window (within reason) that the user has available.

Alternate top navigation
Homeland Security Green
Homeland Security Dark Green
Arial 9/10.5 pt, 15 tracking

Alternate multi-column content area

The screenshot displays the CBP.gov home page with the following features:

- Top Navigation Bar:** A standard browser-style bar with Back, Forward, Stop, Refresh, Home, Autofill, Print, and Mail buttons. The address bar shows "http://site.gov/".
- Header:** The U.S. Customs and Border Protection logo and the text "U.S. Customs and Border Protection".
- Top Navigation:** A green navigation bar with links: Home, About CBP, Contacts, Ports, Questions, Forms, Publications, Legal, Contracting, Sitemap, Newsroom, Border Security, Import, Export, Travel, and Careers.
- Search:** A search bar with "Search" and "Go" buttons, and a link to "Advanced Search".
- Content Area:** The main content is organized into several columns:
 - National Threat Advisory:** A section titled "ELEVATED" with a progress bar and a "Significant Risk Of Terrorist Attacks" link.
 - News Headlines:** Three headlines with small images:
 - "Uptat, vulputat admiak n kd mod feudm velisi llaboor dionese" (with a photo of a person working)
 - "adiam ait diam, sim zzrit, vulput nismod eui tat nos ait il diamcomm" (with a photo of a document)
 - "vulput nismod eui tat nos" (with a photo of a globe)
 - Commissioner's:** A section featuring a photo of a Commissioner and some text.
 - Press Releases:** A section listing several press releases with links.
 - Top Newlinks:** A section listing several news links with links.
 - Photo Gallery:** A section showing a thumbnail image of a plane.
- Page Footer:** A footer bar with links: Home, Contact Us, Privacy Policy, Important Notices, Website Policies, No FEAR, Freedom of Information Act, First Gov, and Internet zone.

Second-level page – basic layout

Second-level pages also follow the same basic page structure with three main areas. The exhibit features navigation as the primary use for the left-hand column (from a user interface point of view, this is standard practice); however, the left-hand content area needn't be limited to this function. On second- and subsequent-level pages, the height of the identity banner can be reduced to help accommodate a wide variety of information. The banner should never be resized to the point of being unreadable.

The Department of Homeland Security web sites must always adhere to a 800 x 600 pixel minimum screen size. They should never employ horizontal scrolling, and vertical scrolling should be limited to a maximum of three pages deep. The design is liquid and will resize to fit whatever size browser window (within reason) that the user has available.

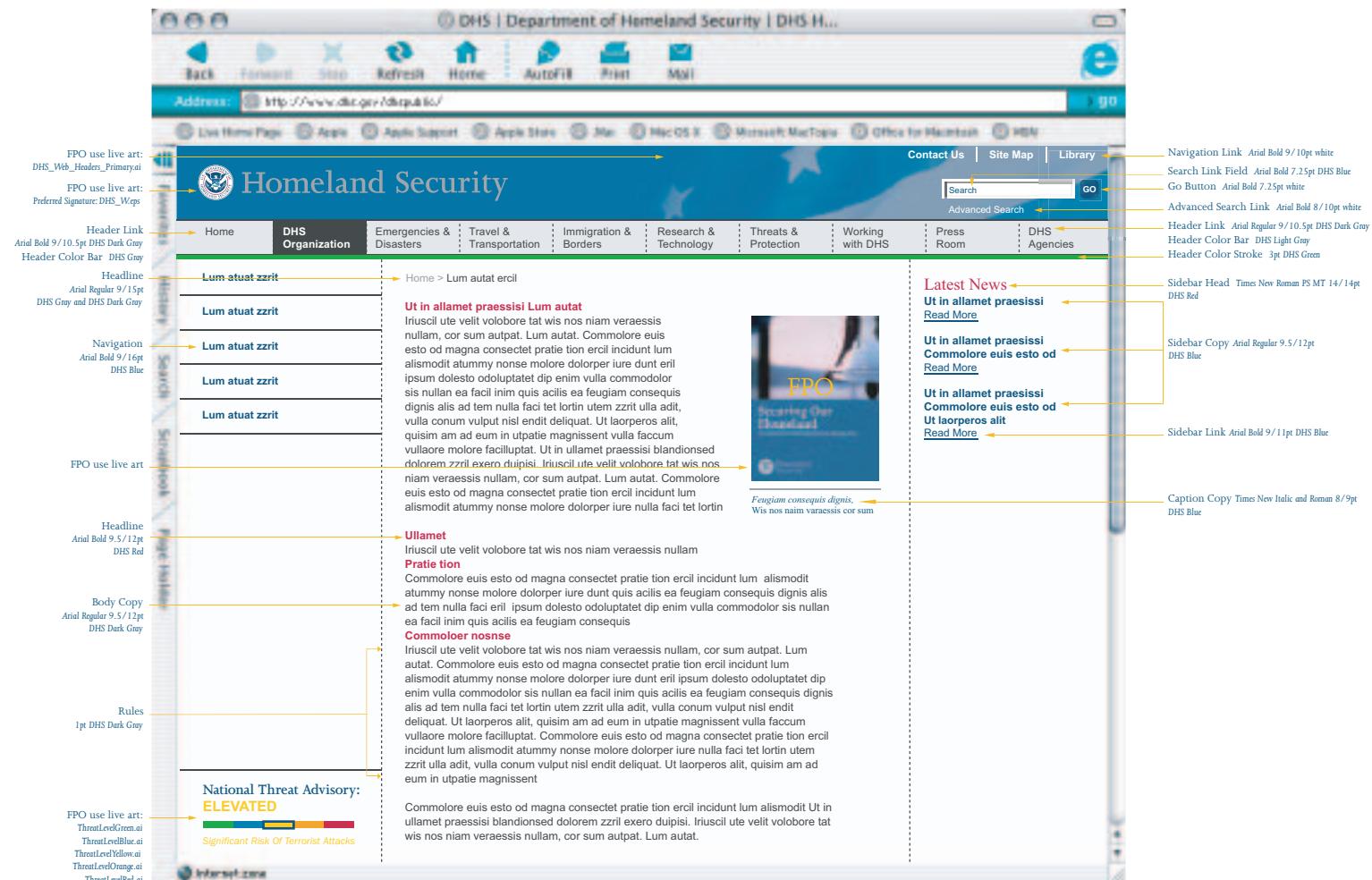
The screenshot shows a second-level page from the DHS website. The page is titled "Homeland Security".

- Identity Banner Area:** The top header area containing the DHS logo and the title "Homeland Security".
- Secondary Graphic:** A small graphic element located in the top right corner.
- Main navigation:** The top navigation bar with links for Home, DHS Organization, Emergencies & Disasters, Travel & Transportation, Immigration & Borders, Research & Technology, Threats & Protection, Working with DHS, Press Room, and DHS Agencies.
- Links:** A sidebar on the left side containing a list of links: "Lum atuat zzrit", "Lum atuat zzrit", "Lum atuat zzrit", "Lum atuat zzrit", and "Lum atuat zzrit".
- National Threat Advisory level:** A box in the bottom left corner indicating "National Threat Advisory: ELEVATED" with a "Significant Risk Of Terrorist Attacks" message.
- Main Topics/News Items:** A large central content area featuring "Latest News" with several news items, each with a "Read More" link. Below the news items is a sidebar with more news items.

Second-level page – specifications

Shown are some specifications for the second-level home page. The Department of Homeland Security web sites must always adhere to a 800 x 600 pixel minimum screen size. They should never employ horizontal scrolling, and vertical scrolling should be limited to a maximum of three pages deep.

These specifications are one example of the look and feel of a second-level page. The style, color and placement of graphic elements may vary. Be sure to align page elements in a pleasing way to aid readability.



Tertiary page

Demonstrated below is an example of basic tertiary page layout. Refer to page 7 for page layout specifications.

The screenshot shows a web browser window displaying the DHS website. The title bar reads "DHS | Department of Homeland Security | DHS H...". The toolbar includes Back, Forward, Stop, Refresh, Home, AutoFill, Print, Mail, and a search field with a "go" button. The address bar shows the URL "http://www.dhs.gov/dhspublic/". Below the toolbar is a horizontal menu bar with links to "Live Home Page", "Apple", "Apple Support", "Apple Store", "Mac", "Mac OS X", "Microsoft MacTopics", "Office for Macintosh", and "FAQ". The main header features the DHS logo and the word "Homeland Security". To the right of the header are links for "Contact Us", "Site Map", and "Library", along with a search bar and a "go" button. A vertical sidebar on the left contains links for "Home", "DHS Organization", "Emergencies & Disasters", "Travel & Transportation", "Immigration & Borders", "Research & Technology", "Threats & Protection", "Working with DHS", "Press Room", and "DHS Agencies". The main content area displays a section titled "Department Components" with links to "Border & Transportation Security", "Emergency Preparedness & Response", "Information Analysis & Infrastructure Protection", "Science & Technology", "Management", "Coast Guard", "Secret Service", "Citizenship & Immigration Services", and "Inspector General". It also includes sections for "The DHS Transition", "Leadership", "Budget", and "DHS Agencies". A "National Threat Advisory" section at the bottom indicates an "ELEVATED" level with a "Significant Risk Of Terrorist Attacks" warning. The central content area shows a list of items under "Results 1 Through 10" with titles like "Tem velese dunt lum zzrit vullaore duis nonoutput", "Ipus dolore dum veliquat, quat", "Facil ing esed dolobor sequis atum qui", "Nonulput aute magna facidunt wisim ad eugiam", "Nullander sit lorpero con eugeue facil ing esed", "Dolobor sequis atum qui blaorer inim", and "Facil ing esed dolobor sequis atum qui". Each item has a brief description and a "Read More" link.

Drop-down menu specifications

Third-level pages also follow the same basic page structure with three main areas. The exhibit features drop-down menu and the different levels exposed.

The screenshot shows a web browser displaying the DHS website. A red box highlights a dropdown menu under the 'Organization' link in the top navigation bar. The dropdown menu lists several roles: Deputy Assistant Secretary, Chief of Staff, Principal Legal Advisor, Director of Detention and Removal (DRO), Director of Federal Air Marshall Service (FAMS), Director of Federal Protective Service (FPS), Director of Intelligence, and Director of Investigations. To the right of the dropdown, a callout box labeled 'E-mail Signup' provides information on receiving the ICE newsletter. Below the dropdown, there are two news articles: 'Targeting the people, money and materials that support terrorist and criminal networks' and 'ICE Employee Given the President's Rank Award'. Further down, there are sections for 'Selected Terrorism Investigations', 'A Look at the Federal Air Marshal Service (FAMS)', and 'Major Initiatives'. The overall design uses a blue and white color scheme with a star pattern in the background.

Drop-down menu
Arial Bold 8/18pt
DHS Blue
R0 G47 B128

Banner specifications - Homeland Security

The exhibits below demonstrates the banner structure for the home page and secondary-level page. In the following pages examples of how to apply various governmental bureaus, agencies, programs and centers within The Department of Homeland Security are demonstrated.

The home page banner must always adhere to a 800 x 87 pixel minimum screen size and the secondary page must always adhere to a 800 x 64 pixel minimum screen size.



Home-page banner



Secondary-page banner



Home-page banner - application site within DHS.gov



Secondary-page banner - application site within DHS.gov

Exhibits shown at 75% of actual size

Banner specifications – Bureaus and Agencies

The exhibits below demonstrates the flexibility of our banner structure and how the different Bureaus and Agencies within The Department of Homeland Security can apply their identity to this system.

The home page banner must always adhere to a 800 x 87 pixel minimum screen size and the secondary page must always adhere to a 800 x 64 pixel minimum screen size.



Exhibits shown at 45% of actual size

Banner specifications – Programs and Centers

The exhibits below demonstrates the flexibility of our banner structure and how the different Programs and Centers within The Department of Homeland Security can apply their identity to this system.



Home-page banner



Secondary-page banner



Home-page banner



Secondary-page banner

Exhibits shown at 75% of actual size

National Threat Advisory example

The exhibits below shows examples of the National Threat Advisory levels and their color-coding system. The threat levels range from Low to Severe.

The National Threat Advisory should appear anywhere in the left-hand content area as shown on pages 5-12.

National Threat Advisory: **LOW**



Low Risk Of Terrorist Attacks

National Threat Advisory: **HIGH**



High Risk Of Terrorist Attacks

National Threat Advisory: **GUARDED**



General Risk Of Terrorist Attacks

National Threat Advisory: **SEVERE**



Severe Risk Of Terrorist Attacks

National Threat Advisory: **ELEVATED**



Significant Risk Of Terrorist Attacks